Public Opinion Research

BC This Month

Field Dates: August 12th to 14th, 2016
Sample Size: n=600; MoE ±4.0%
Methodology

• This survey was conducted, from August 12th to 14th, 2016 by live calls to landline and cell telephones among 600 randomly-selected British Columbia residents, 18 years of age and older.

• Only one respondent per household was eligible to complete this survey. The final sample includes both landline and cell phone respondents, so that individuals who don’t have a landline are represented.

• The sample has been weighted by age, gender and region using the latest available data, 2011 Census, to reflect actual demographic composition of the population.

• The margin of error is approximately ±4.0%, 19 times out of 20.

Note: Graphs and tables may not always total 100% due to rounding values rather than any error in data. Sums are added before rounding numbers.
Provincial Vote
Party Vote Likelihood: BC residents are more likely to vote for the BC Liberals than for any other party

In general, if you do vote, how likely are you to vote for each of the following provincial political parties? How about [PARTY]?
[asked of all respondents; n=600]

- **Today's BC Liberals**
  - Definitely vote for this party: 10%
  - Very likely: 16%
  - Somewhat likely: 29%
  - Not very likely: 18%
  - Would never vote for this party: 22%
  - Don’t know: 6%

- **BC NDP**
  - Definitely vote for this party: 6%
  - Very likely: 13%
  - Somewhat likely: 27%
  - Not very likely: 19%
  - Would never vote for this party: 27%
  - Don’t know: 7%

- **greens of British Columbia**
  - Definitely vote for this party: 5%
  - Very likely: 9%
  - Somewhat likely: 27%
  - Not very likely: 25%
  - Would never vote for this party: 28%
  - Don’t know: 7%

- **BC Conservatives**
  - Definitely vote for this party: 4%
  - Very likely: 7%
  - Somewhat likely: 21%
  - Not very likely: 30%
  - Would never vote for this party: 29%
  - Don’t know: 8%
Likelihood to vote BC Liberal: women and lower mainland most definite/very likely Liberal voters, younger voters say “somewhat”

**Would definitely/very likely vote BC Liberal**

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Definitely</th>
<th>Very Likely</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-34</td>
<td>11%</td>
<td>14%</td>
</tr>
<tr>
<td>35-54</td>
<td>7%</td>
<td>17%</td>
</tr>
<tr>
<td>55+</td>
<td>12%</td>
<td>16%</td>
</tr>
<tr>
<td>Male</td>
<td>8%</td>
<td>13%</td>
</tr>
<tr>
<td>Female</td>
<td>11%</td>
<td>18%</td>
</tr>
<tr>
<td>Vancouver/LM</td>
<td>11%</td>
<td>18%</td>
</tr>
<tr>
<td>Interior/North</td>
<td>10%</td>
<td>13%</td>
</tr>
<tr>
<td>Van. Island</td>
<td>7%</td>
<td>14%</td>
</tr>
</tbody>
</table>

**Would somewhat likely vote BC Liberal**

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Definitely</th>
<th>Very Likely</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-34</td>
<td></td>
<td>36%</td>
</tr>
<tr>
<td>35-54</td>
<td></td>
<td>32%</td>
</tr>
<tr>
<td>55+</td>
<td></td>
<td>21%</td>
</tr>
<tr>
<td>Male</td>
<td></td>
<td>34%</td>
</tr>
<tr>
<td>Female</td>
<td></td>
<td>24%</td>
</tr>
<tr>
<td>Vancouver/LM</td>
<td></td>
<td>28%</td>
</tr>
<tr>
<td>Interior/North</td>
<td></td>
<td>31%</td>
</tr>
<tr>
<td>Van. Island</td>
<td></td>
<td>30%</td>
</tr>
</tbody>
</table>
 Likelihood to vote NDP: younger voters most definitely, very, and somewhat likely NDP voters, Interior/North voters least likely

**Would definitely/very likely vote NDP**

- **18-34**
  - Definitely: 7%
  - Very likely: 17%
- **35-54**
  - Definitely: 3%
  - Very likely: 14%
- **55+**
  - Definitely: 10%
  - Very likely: 9%
- **Male**
  - Definitely: 6%
  - Very likely: 14%
- **Female**
  - Definitely: 7%
  - Very likely: 13%
- **Vancouver/LM**
  - Definitely: 6%
  - Very likely: 16%
- **Interior/North**
  - Definitely: 7%
  - Very likely: 8%
- **Van. Island**
  - Definitely: 7%
  - Very likely: 13%

**Would somewhat likely vote NDP**

- **18-34**
  - Somewhat Likely: 32%
- **35-54**
  - Somewhat Likely: 28%
- **55+**
  - Somewhat Likely: 23%
- **Male**
  - Somewhat Likely: 24%
- **Female**
  - Somewhat Likely: 30%
- **Vancouver/LM**
  - Somewhat Likely: 30%
- **Interior/North**
  - Somewhat Likely: 18%
- **Van. Island**
  - Somewhat Likely: 30%
Provincial Vote: BC Liberals have strong lead over NDP; Greens and Conservatives are distant rivals

If a provincial election were held today, which party would you vote for: [RANDOMIZED] the BC Liberal Party, the BC Conservative Party, the BC New Democratic Party, the Green Party of BC, or another party?

... In that case, which party do you lean toward slightly? [Vote + Lean]
[asked of all respondents; n=600]

- **Today's BC Liberals**: 35%
- **NDP**: 26%
- **Greens of British Columbia**: 15%
- **BC Conservatives**: 14%
- **Other**: 1%
- **None/would not vote**: 2%
- **Undecided**: 7%
### Provincial Vote by Likelihood of Party Vote: Those not likely to vote Liberal will likely vote NDP and vice versa

If a provincial election were held today, which party would you vote for: [RANDOMIZED] the BC Liberal Party, the BC Conservative Party, the BC New Democratic Party, the Green Party of BC, or another party? ... In that case, which party do you lean toward slightly? [Vote + Lean]  
[asked of all respondents; n=600]

<table>
<thead>
<tr>
<th>Party</th>
<th>Definitely/Very Likely</th>
<th>Somewhat Likely</th>
<th>Not Very/Would Never</th>
<th>Definitely/Very Likely</th>
<th>Somewhat Likely</th>
<th>Not Very/Would Never</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Today's BC Liberals</strong></td>
<td>84%</td>
<td>38%</td>
<td>3%</td>
<td>14%</td>
<td>30%</td>
<td>48%</td>
</tr>
<tr>
<td><strong>BC NDP</strong></td>
<td>5%</td>
<td>20%</td>
<td>45%</td>
<td>72%</td>
<td>35%</td>
<td>2%</td>
</tr>
<tr>
<td><strong>greens of British Columbia</strong></td>
<td>7%</td>
<td>17%</td>
<td>19%</td>
<td>9%</td>
<td>19%</td>
<td>15%</td>
</tr>
<tr>
<td><strong>BC Conservatives</strong></td>
<td>3%</td>
<td>14%</td>
<td>21%</td>
<td>2%</td>
<td>6%</td>
<td>25%</td>
</tr>
<tr>
<td><strong>Other</strong></td>
<td>1%</td>
<td>1%</td>
<td>2%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td><strong>None/Would not vote</strong></td>
<td>0%</td>
<td>0%</td>
<td>5%</td>
<td>0%</td>
<td>0%</td>
<td>4%</td>
</tr>
<tr>
<td><strong>Undecided</strong></td>
<td>1%</td>
<td>10%</td>
<td>4%</td>
<td>1%</td>
<td>9%</td>
<td>4%</td>
</tr>
</tbody>
</table>
Provincial Decided Vote: BC Liberals have 9 point lead over NDP; Greens and Conservatives far behind

If a provincial election were held today, which party would you vote for: [RANDOMIZED] the BC Liberal Party, the BC Conservative Party, the BC New Democratic Party, the Green Party of BC, or another party? ... In that case, which party do you lean toward slightly? In that case, which party’s candidate do you lean toward slightly? [Decided Vote] [n=545]
Issue Priorities
Top Provincial Issues, Open-ended: Affordable housing tops TOM mentions, followed by environment and health care

What is the most important issue facing people like you in your province?
[asked of all respondents; open-ended question; n=600]

- Affordable housing: 17%
- Environment/climate change: 8%
- Health care: 7%
- Education/funding: 7%
- Economy: 6%
- Energy-oil & pipeline, clean energy: 5%
- Cost of living: 4%
- Jobs/employment/wages: 4%
- Government/premier negative: 3%
- Infrastructure/transit/roads: 3%
- Poverty/homelessness: 2%
- Crime: 2%
- Seniors issues: 2%
- Taxes: 2%
- Unemployment/job loss: 2%
- Drug abuse: 2%
- First Nations issues: 2%
- Other: 13%
- None: 6%
- Don't Know: 2%

Note: Only responses larger than 1% are shown. ‘Bad respondent’ (1%) not shown.
# Top Provincial Issues, Open-ended: Affordable housing tops list of every voter segment

[Other, Don’t know, and ‘Bad respondent’ not shown due to space limitations]
There are a number of issues people feel the provincial government should make top priority. I am going to read you a list of issues, and for each issue I’d like you to tell me if you think the provincial government should be doing a lot more, somewhat more, somewhat less, or a lot less on that particular issue.

[asked of all respondents; n=600]

<table>
<thead>
<tr>
<th>Issue</th>
<th>A lot more</th>
<th>Somewhat more</th>
<th>The same</th>
<th>Somewhat less</th>
<th>A lot less</th>
<th>Don’t know</th>
<th>Net “More”</th>
</tr>
</thead>
<tbody>
<tr>
<td>Affordable housing</td>
<td>62%</td>
<td>27%</td>
<td>3%</td>
<td>2%</td>
<td>83%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Education</td>
<td>54%</td>
<td>34%</td>
<td>6%</td>
<td>3%</td>
<td>83%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Keeping the cost of living down</td>
<td>57%</td>
<td>30%</td>
<td>5%</td>
<td>5%</td>
<td>80%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jobs and economic development</td>
<td>44%</td>
<td>40%</td>
<td>7%</td>
<td>5%</td>
<td>78%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Health care</td>
<td>45%</td>
<td>38%</td>
<td>9%</td>
<td>5%</td>
<td>75%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>The gap between rich and poor</td>
<td>49%</td>
<td>33%</td>
<td>6%</td>
<td>6%</td>
<td>72%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Roads and transit</td>
<td>32%</td>
<td>42%</td>
<td>11%</td>
<td>10%</td>
<td>62%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Climate change</td>
<td>37%</td>
<td>35%</td>
<td>8%</td>
<td>11%</td>
<td>56%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Developing our natural resources</td>
<td>31%</td>
<td>37%</td>
<td>8%</td>
<td>15%</td>
<td>47%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
**Provincial Issue Priorities:** In all segments, at least half want the gov’t to put *a lot more* effort into affordable housing

<table>
<thead>
<tr>
<th>ISSUES</th>
<th>Definitely/Very Likely</th>
<th>Somewhat Likely</th>
<th>Not Very/Would Never</th>
<th>Definitely/Very Likely</th>
<th>Somewhat Likely</th>
<th>Not Very/Would Never</th>
</tr>
</thead>
<tbody>
<tr>
<td>Affordable housing</td>
<td>59%</td>
<td>57%</td>
<td>67%</td>
<td>74%</td>
<td>70%</td>
<td>51%</td>
</tr>
<tr>
<td>Education</td>
<td>42%</td>
<td>53%</td>
<td>62%</td>
<td>62%</td>
<td>55%</td>
<td>49%</td>
</tr>
<tr>
<td>Keeping the cost of living down</td>
<td>53%</td>
<td>60%</td>
<td>57%</td>
<td>64%</td>
<td>55%</td>
<td>55%</td>
</tr>
<tr>
<td>Jobs and economic development</td>
<td>43%</td>
<td>38%</td>
<td>48%</td>
<td>43%</td>
<td>41%</td>
<td>45%</td>
</tr>
<tr>
<td>Health care</td>
<td>37%</td>
<td>44%</td>
<td>49%</td>
<td>41%</td>
<td>44%</td>
<td>45%</td>
</tr>
<tr>
<td>The gap between rich and poor</td>
<td>46%</td>
<td>42%</td>
<td>53%</td>
<td>64%</td>
<td>51%</td>
<td>39%</td>
</tr>
<tr>
<td>Roads and transit</td>
<td>32%</td>
<td>26%</td>
<td>35%</td>
<td>31%</td>
<td>28%</td>
<td>33%</td>
</tr>
<tr>
<td>Climate change</td>
<td>33%</td>
<td>39%</td>
<td>38%</td>
<td>52%</td>
<td>38%</td>
<td>29%</td>
</tr>
<tr>
<td>Developing our natural resources</td>
<td>38%</td>
<td>26%</td>
<td>31%</td>
<td>24%</td>
<td>29%</td>
<td>36%</td>
</tr>
</tbody>
</table>
Top Provincial Issues, Ranked: Education, affordable housing, and health care seen as top ranked issues

Looking at the list of provincial issues below, which is the most important issue to you? And which is the next most important? And which is the next most important?
[asked of all respondents; n=600]

Education: 18% - Top issue, 16% - Second issue, 15% - Third issue
Affordable housing: 14% - Top issue, 16% - Second issue, 18% - Third issue
Health care: 11% - Top issue, 17% - Second issue, 17% - Third issue
Keeping the cost of living down: 13% - Top issue, 13% - Second issue, 13% - Third issue
Jobs and economic development: 12% - Top issue, 12% - Second issue, 10% - Third issue
The gap between rich and poor: 9% - Top issue, 7% - Second issue, 9% - Third issue
Climate change: 7% - Top issue, 7% - Second issue, 10% - Third issue
Roads and transit: 8% - Top issue, 5% - Second issue, 3% - Third issue
Developing our natural resources: 6% - Top issue, 5% - Second issue, 4% - Third issue
### Provincial Issue Ranking: NDP voter segment most likely to feel ‘affordable housing’ is the top issue

<table>
<thead>
<tr>
<th>ISSUES</th>
<th>Definitely/Very Likely</th>
<th>Somewhat Likely</th>
<th>Not Very/Would Never</th>
<th>Definitely/Very Likely</th>
<th>Somewhat Likely</th>
<th>Not Very/Would Never</th>
</tr>
</thead>
<tbody>
<tr>
<td>Education</td>
<td>41%</td>
<td>52%</td>
<td>49%</td>
<td>50%</td>
<td>48%</td>
<td>46%</td>
</tr>
<tr>
<td>Affordable housing</td>
<td>45%</td>
<td>45%</td>
<td>50%</td>
<td>54%</td>
<td>55%</td>
<td>40%</td>
</tr>
<tr>
<td>Health care</td>
<td>47%</td>
<td>45%</td>
<td>44%</td>
<td>39%</td>
<td>45%</td>
<td>47%</td>
</tr>
<tr>
<td>Keeping the cost of living down</td>
<td>38%</td>
<td>44%</td>
<td>36%</td>
<td>36%</td>
<td>38%</td>
<td>40%</td>
</tr>
<tr>
<td>Jobs and economic development</td>
<td>49%</td>
<td>34%</td>
<td>26%</td>
<td>23%</td>
<td>30%</td>
<td>42%</td>
</tr>
<tr>
<td>The gap between rich and poor</td>
<td>21%</td>
<td>23%</td>
<td>26%</td>
<td>36%</td>
<td>27%</td>
<td>18%</td>
</tr>
<tr>
<td>Climate change</td>
<td>18%</td>
<td>25%</td>
<td>26%</td>
<td>33%</td>
<td>23%</td>
<td>19%</td>
</tr>
<tr>
<td>Roads and Transit</td>
<td>15%</td>
<td>16%</td>
<td>17%</td>
<td>12%</td>
<td>18%</td>
<td>17%</td>
</tr>
<tr>
<td>Developing our natural resources</td>
<td>20%</td>
<td>14%</td>
<td>16%</td>
<td>14%</td>
<td>12%</td>
<td>20%</td>
</tr>
</tbody>
</table>
Value Trade Offs
Priorities: At least half choose creating jobs (50%) or keeping the cost of living down (53%) over protecting the environment

Sometimes when governments make policy decisions, they have to choose between two important priorities. I would like to ask you which would be your top priority if you had to choose between two important goals. Which of the following do you feel should be the top priority at this time?

[asked of all respondents; n=600]

- Protecting the environment: 42%
- Keeping the cost of living down: 53%
- Both exactly the same: 4%
- Don’t know: 1%

- Protecting the environment: 38%
- Creating jobs: 32%
- Mixed: 30%
- Cost of Living and Jobs over Environment: 38%

[Innovative Research Group]
Environment vs. Jobs and Cost of Living: No voter segment is consistently on one side or the other of green debate

<table>
<thead>
<tr>
<th>ISSUES</th>
<th>Definitely/Very Likely</th>
<th>Somewhat Likely</th>
<th>Not Very/Would Never</th>
<th>Definitely/Very Likely</th>
<th>Somewhat Likely</th>
<th>Not Very/Would Never</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Choice between key priorities: environment vs. cost of living or jobs</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Always choose environment</td>
<td>25%</td>
<td>30%</td>
<td>36%</td>
<td>42%</td>
<td>37%</td>
<td>23%</td>
</tr>
<tr>
<td>Mixed</td>
<td>28%</td>
<td>35%</td>
<td>31%</td>
<td>29%</td>
<td>29%</td>
<td>33%</td>
</tr>
<tr>
<td>Cost of living and jobs over environment</td>
<td>47%</td>
<td>35%</td>
<td>34%</td>
<td>29%</td>
<td>33%</td>
<td>44%</td>
</tr>
</tbody>
</table>